

Dienger, Whitney

Project YourVote 08137

From: Jacobs, Sarah
Sent: Friday, October 26, 2012 9:15 AM
To: Dienger, Whitney
Subject: FW: URGENT MGKDS WKRC

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From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Friday, October 26, 2012 9:12 AM
To: Jacobs, Sarah
Subject: RE: URGENT MGKDS WKRC

GOOD

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Friday, October 26, 2012 9:10 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: URGENT MGKDS WKRC
Importance: High

Chabot:

~~N/A 10/25 6pm at \$650 & 10/26 6pm at \$650
 MKGD 1x 6pm 10/29 at \$1200 (P2), 1x 5am 10/29 at \$100 (P4)~~

Mandel bookend :15s

~~N/A 1x LN Th 10/25 @ \$1100
 Mkgd 1x Big East Sat 10/27 \$750, 1x Andersen 10/29 at \$350 (P2)~~

Mandel :30s

~~N/A 1x 10/28 CBS this Morning @ \$450, 1x 10/28 Face the Nation @ \$350.
 Mkgd 2x Andersen w/o 10/29 at \$350 each (P2) and 1x 5am News 10/29 @ \$100 (P4).~~

Mandel Kennedy

~~N/A 1x 10/25 6pm @ \$650.
 Mkgd 430-5pm on 10/29 @ \$650 (P2)~~

10/26/2012

Protect Your Vote

N/A 1x Sat 6pm @\$1000

Mkgd Big East Football 10/27 \$750 (P2) and 1x Sat 7-8a @\$250 (P2)

Please confirm/advise.

Thanks

SAJ

Sarah Jacobs

Local Sales Manager

WKRC CBS 12/Local 12.2 The CW Cincinnati

513/763-5672

68137 ends 10/30

ORDER

Orders	Order / Rev:	68137
	Alt Order #:	
	Product Desc:	Issue 2 - 3062
	Estimate:	3062
	Flight Dates:	10/25/12 - 10/30/12
	Original Date / Rev:	10/24/12 / 10/26/12
	Order Type:	GENERAL

Agency	Name:	Strategic Media Placement
	Buying Contact:	
	Billing Contact:	
		7669 Stagers Loop
		Delaware, OH 43015

Advertiser	Name:	Protect Your Vote Ohio
	Demographic:	HH
	Product Codes:	Issues/Propositions
	Priority:	P-1
	Revenue Codes:	AGY, POL-ISS, GEN

Bill Plan			
Start Date	End Date	# Spots	Net Amount
10/01/12	10/28/12	18	\$42,300.00
10/29/12	10/30/12	8	\$17,000.00
			\$35,955.00
			\$14,450.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	18	\$42,300.00	\$35,955.00	0.00
November 2012	8	\$17,000.00	\$14,450.00	0.00
Totals	26	\$59,300.00	\$50,405.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	42%	\$59,300.00
Market	100%	\$141,190.48

Competitive Share	Share	Total
EKRC	0%	\$0.00
* UNKNW	58%	\$81,890.48
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/25/12	10/30/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	11-11--	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--11--	2	\$1,200.00	0.00								
		Week: 10/29/12	11/04/12	11-----	2	\$1,200.00	0.00								
N 2	WKRC	10/27/12	10/27/12	6a-8a Local 12 News Sat	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	-----1-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	-----1-	1	\$800.00	0.00								
N 3	WKRC	10/27/12	10/27/12	CBS This Morning Saturday Early Show	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----1-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00

Order / Rev: 68137

Advertiser: Protect Your Vote Ohio

Alt Order #:

Product Desc: Issue 2 - 3062

Local 12 WKRC-TV

Flight Dates: 10/25/12 - 10/30/12

Estimate: 3062

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	10/27/12	10/27/12	CBS This Morning Satur	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----1-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/22/12	10/28/12	10/28/12	-----1-	1	\$1,100.00	0.00								
N 4	WKRC	10/28/12	10/28/12	CBS Sun Morning	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-----1	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/22/12	10/28/12	10/28/12	-----1	1	\$2,800.00	0.00								
N 5	WKRC	10/28/12	10/28/12	CBS Sun Morning	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	-----1	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/22/12	10/28/12	10/28/12	-----1	1	\$2,800.00	0.00								
N 6	WKRC	10/25/12	10/30/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	11-11--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/22/12	10/28/12	10/28/12	---11--	2	\$2,000.00	0.00								
	Week: 10/29/12	11/04/12	11/04/12	11-----	2	\$2,000.00	0.00								
N 7	WKRC	10/25/12	10/30/12	6p Local 12 News at Six	CM	6p-630p	11-11--	:30	4	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/22/12	10/28/12	10/28/12	---11--	2	\$2,500.00	0.00								
	Week: 10/29/12	11/04/12	11/04/12	11-----	2	\$2,500.00	0.00								
N 8	WKRC	10/27/12	10/27/12	6pm Local 12 News Sat	CM	6p-630p	-----1-	:30	1	\$1,000.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/22/12	10/28/12	10/28/12	-----1-	1	\$1,000.00	0.00								
	Week: 10/29/12	11/04/12	11/04/12	11-----	2	\$2,500.00	0.00								
	1 WKRC 10/22/12-10/28/12 6pm Local 12 News Sat					6p-630p									
	See MG 8.2,8.3														
	[Program Change -No Return]														
2	WKRC	10/27/12-10/27/12	Big East Football			12p-330p									
	Ⓜ MG for 8.1 10/27														
	[Approved by Buyer]														
3	WKRC	10/27/12-10/27/12	6a-8a Local 12 News Sat			7:00 AM-8:00 AM	7:00 AM-8:00 AM								
	Ⓜ MG for 8.1 10/27														
	[Approved by Buyer]														
N 9	WKRC	10/28/12	10/28/12	630p Local 12 News Sun	CM	630p-7p	-----1	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/22/12	10/28/12	10/28/12	-----1	1	\$1,200.00	0.00								
N 10	WKRC	10/25/12	10/30/12	11p M-F Local 12 News	CM	11p-1135p	11-11--	:30	4	\$2,800.00	P-2	0.00	NM	4	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/22/12	10/28/12	10/28/12	---11--	2	\$2,800.00	0.00								
	Week: 10/29/12	11/04/12	11/04/12	11-----	2	\$2,800.00	0.00								
N 11	WKRC	10/27/12	10/27/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1-	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/22/12	10/28/12	10/28/12	-----1-	1	\$2,800.00	0.00								
N 12	WKRC	10/28/12	10/28/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/22/12	10/28/12	10/28/12	-----1	1	\$2,800.00	0.00								
N 13	WKRC	10/28/12	10/28/12	Sun Reg 1	CM	7p-8p	-----1	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/22/12	10/28/12	10/28/12	-----1	1	\$10,000.00	0.00								
	Totals								26	\$59,300.00					